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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service  
Office of Exhibits

A Summary of the Exhibit

TREND OF PRICES

A booth exhibit showing the trend of prices for milk, butter and cheese for the period of 1907 to 1924 inclusive.

Specifications

Floor space - - - - - 10 ft. front, 2 ft.  
Wall space - - - - - None. (3 in. deep.  
Shipping weight - - - - - 475 lbs.  
Electrical requirements - None.



## TREND OF PRICES

### How It Looks

The entire center section of this booth is devoted to a large graph showing the price of milk in Chicago and cheese and butter in New York City, by years, from 1907 to 1924, inclusive. The graph is in the form of line curves which show the rise in prices during the war and the trend of prices since the peak was reached in 1919. The curves are emphasized by means of colored lights which shine through openings at frequent intervals along the curve.

The left section contains two short sentences of text intended to interest people in keeping informed regarding prices. The right section contains a drawing of a three-legged milk stool. The legs represent, symbolically, the factors most necessary to produce the best dairy products.

The booth is 10 feet across the front, 2 feet 3 inches deep and 7 feet 11 inches high.

### What It Tells

A vast number of dairymen in the United States depend upon the success of our several thousand creameries and cheese factories. If these dairymen are to be most successful, dairy manufacturing plants must follow a wise marketing policy. Intelligent marketing means a constant study of market conditions, and it is toward the end of providing the industry with current market information that the Department's market news service is operated.

For the individual who must keep up to the moment, telegraphic reports or radio reports are provided. Where such prompt service is not necessary reports are sent by mail. For the receiver in the market who handles the creamery's product, prompt compilation and release is made of current local market information.

Market reports serve numerous purposes. They not only show what is happening in the markets, but through systematic use aid in determining sales policies. Price reports provide the basis for the sale of cream by the



producer, and the sale of butter by the manufacturer. They also serve as a basis for price agreements in contracts. Supply and demand statistics are recognized as vital to both buyers and sellers, and serve to protect the industry from unwarranted changes.

More than 10,000 firms cooperate regularly with the Department in various phases of the dairy market news service. Without this cooperation the market reporting service could not be continued. With it the industry is served daily, weekly or monthly with market reports, the frequency of release depending upon the commodity and the needs of the industry.

### Where to Get Information

While market reports are free, they are furnished only to those who request them. They may be obtained from Branch Offices of the Bureau of Agricultural Economics. The Handbook of Dairy Statistics, which includes prices in past years, may be obtained free of charge from the U.S. Department of Agriculture, Washington, D.C.



